

# PEDESTRIAN AND BICYCLE SAFETY

## ***I. PROGRAM OVERVIEW***

### **Pedestrian Safety**

In California in 2005, pedestrian fatalities accounted for almost 17 percent of the State's collision fatalities. Too often, the victims are children and senior citizens. Targeting those "at-risk" populations has been a challenge and many communities have introduced an array of innovative programs to combat the continuing disparity in the number of pedestrian victims that are children, senior citizens and/or culturally challenged.

Progressive jurisdictions are taking aim at state of the art equipment that would slow the speed of traffic on residential streets, reduce traffic injuries and fatalities and improve the quality of life for everyone involved.

According to the Statewide Integrated Traffic Records System (SWITRS) 2005 provisional data, a total of 13,551 pedestrians were injured and 748 were killed statewide in California in 2005.

- Pedestrians represent 17.3 percent of all fatalities and 4.6 percent of all injuries.
- 21.9 percent of all 14,299 pedestrian victims were between the ages of 5-14.
- 10.2 percent of all pedestrian victims were 65 years of age or older.
- The age group most affected by injuries as pedestrians was the 5-14 years of age bracket with a total of 3,088 victims statewide. Among children age 14 and younger who are struck by vehicles, almost eight of ten incidents occur during daylight hours, dawn to dusk. Most child-pedestrian mishaps occur on residential streets within a short distance of the victim's home and/or school.
- The age group most affected by fatalities as pedestrians was the 45-54 years of age bracket with a total of 125 victims statewide (16.7 percent of all fatal pedestrian victims).
- The need to continue the efforts to address pedestrian safety among populations for which English is not their first language is alarming. In some communities, almost 100 percent of the pedestrian victims are non-English speakers. The last census showed a dramatic change in demographics in the last ten years, resulting in an increase in pedestrian population unfamiliar with the rules of the road, signage, and traffic management systems.
- School zones have been identified as danger zones for aggressive driving habits and behaviors. Communities have taken ownership of these areas by partnering with law enforcement, school officials, community based organizations, advocacy groups, parent-teacher associations, engineers and others to increase safety around local schools and decrease the alarming number of children who are killed or injured on their way to and from school.

- The new technology geared toward increased pedestrian safety warrants testing, implementation and evaluation. The efficiency of these devices is identified in some of the funded programs. The strategy toward pedestrian safety includes active school zone signs and in-pavement lighted crosswalks.

## **Bicycle Safety**

Following the rules of the roads while riding a bicycle may increase the chances of avoiding traffic collisions with vehicles. Bicycle or safety helmets have been shown to significantly reduce the risk of head and brain injury. In fact, it is estimated that as many as seven out of every eight bicycle related fatalities among children could have been prevented with a bicycle helmet.

In 2005:

- Bicyclists represented 2.8 percent of all fatalities and 3.5 percent of all injuries.
- 22.7 percent of bicyclists killed and injured were under age 15.
- Adults continued to represent a significant segment of the population “at-risk” for injury in a collision. Environmental issues, health concerns and increased traffic congestion have driven many communities and individuals to emphasize alternative means of commuting. Programs originated by employers, environmental groups, the healthcare community, and others encourage cycling among adults. As a result, it is not uncommon to find more adults riding bicycles.

## **II. ACTION PLANS**

Motor vehicle traffic poses a serious threat to children in neighborhoods, or near schools and parks. In order to achieve a safe environment for bicyclists and pedestrians, efforts need to be made toward the following goals:

- Pedestrians and bicyclists to be aware and cautious of the traffic environment.
- Traffic laws to be complied with by all users.

By changing and improving behaviors, injuries and fatalities resulting from vehicle crashes would decline significantly, raising the level of quality of life, especially in residential areas. Parents have the need to feel at ease with the notion of their children playing outside, walking to and from school and enjoying their neighborhood.

## **III. TASKS**

### ***TASK 1 - PROGRAM DEVELOPMENT AND ADMINISTRATIVE COORDINATION***

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and

evaluation of grants within this program area, and the preparation of the 2007 Highway Safety Plan. This task also includes assistance to staff to attend and participate in technology transfer workshops, training sessions, educational meetings, seminars and conferences.

## ***TASK 2 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS***

This task provides funds for grants that target bicycle and pedestrian safety through the school system and local communities. Activities to be conducted for these grants include traffic safety rodeos at schools and community events; traffic safety workshops tailored for targeted audience; helmet distribution programs; bicycle and pedestrian diversion alternatives for cited youth; and increased enforcement around schools. The main goals of these grants are to decrease the number of fatal and injured victims resulting from traffic collisions with bicyclists and/or pedestrians, and to increase public awareness of traffic safety practices for pedestrians, bicyclists and motorists.

<b>Grant #</b>	<b>Fund</b>	<b>Agency</b>	<b>FFY 2007 Funds</b>
PS0601	157	San Francisco	\$169,992
PS0605	157	County of San Diego	\$381,716
PS0607	157	Los Angeles	\$115,602
PS0610	157	Contra Costa	\$133,481
PS0619	157	Bellflower	\$45,500
PS0621	157	San Diego City College	\$200,611
PS0622	157	Santa Cruz County	\$123,937
PS0624	157	Brentwood	\$27,977
PS0627	157	Berkeley	\$167,104
PS0628	157	Redwood City	\$12,442
PS0634	157	Ripon	\$8,129
PS0635	157	Rancho Cordova	\$0
PS0503	402	Burbank	\$3,262
PS0519	402	Los Angeles	\$32,027
PS0520	402	Los Angeles County	\$21,523
PS0529	402	San Jose	\$21,189
PS0702	402	Holtville	\$17,820
PS0703	402	Lancaster	\$17,000
PS0705	402	San Francisco	\$253,208
PS0708	402	Pasadena	\$138,475

### ***TASK 3 - PEDESTRIAN AND BICYCLE SAFETY PROGRAMS FOR POPULATIONS AT RISK***

These bicycle and pedestrian safety programs will target populations identified to be at most risk in local communities, including senior drivers and multicultural communities. Activities for these grants include traffic safety rodeos, assemblies, workshops, multilingual public information and awareness efforts, incentives/promotional items, distribution of safety helmets, and selective enforcement.

<b>Grant #</b>	<b>Fund</b>	<b>Agency</b>	<b>FFY 2007 Funds</b>
PS0616	157	CHP	\$387,936
PS0629	157	Glendale	\$42,000
PS0707	157	CHP	\$543,998
PS0704	157	CSU, San Diego	\$149,751

### ***TASK 4 - COMPREHENSIVE TRAFFIC SAFETY PROGRAMS***

These programs exercise multiple approaches in addressing more than one traffic safety need. These include media activity, traffic safety rodeos, educational presentations, and enforcement geared to focus on more than one traffic safety area.

<b>Grant #</b>	<b>Fund</b>	<b>Agency</b>	<b>FFY 2007 Funds</b>
PS0617	157	Norwalk	\$162,654
PS0620	157	Santa Ana Unified School District	\$114,996
PS0530	163	Santa Ana	\$0
PS0506	402	Long Beach	\$0
PS0706	402	CHP	\$105,565

### ***TASK 5 - STATEWIDE BICYCLE AND PEDESTRIAN SAFETY PROGRAMS***

These programs target the enhancement of bicycle and pedestrian safety throughout the State. These grants can develop teams of transportation professionals to identify pedestrian problems and solutions.

<b>Grant #</b>	<b>Fund</b>	<b>Agency</b>	<b>FFY 2007 Funds</b>
PS0615	157	CHP	\$295,497
PS0501	163	Caltrans	\$85,000

## ***TASK 6 - EQUIPMENT PROGRAMS***

Programs under this task will provide equipment with the overall goal of reducing the number of fatal and injury collisions involving pedestrians in their jurisdictions. Equipment can include lighted crosswalks, pedestrian countdown signs, flashing beacons, and radar display signs. Equipment funded in this task is for use “off” the federal aid system.

<b>Grant #</b>	<b>Fund</b>	<b>Agency</b>	<b>FFY 2007 Funds</b>
PS0419	157	San Francisco	\$0
PS0604	157	Brawley	\$2,000
PS0611	157	Whittier	\$0
PS0612	157	San Diego County	\$0
PS0625	157	Alameda County	\$63,000
PS0626	157	Alameda	\$3,060
PS0509	402	Pasadena	\$0
PS0526	163	San Carlos	\$5,581
PS0701	402	San Diego County	\$42,000
PS0631	157	Modesto	\$0